

## Gear To Go Pilot Project: In-line skating lessons

A need for a program that would create revenue and publicity for Gear To Go was determined from decreasing rentals and the idea that the best publicity would be for people to use the equipment and see what else is available for rental instead of just sending more paper and electronic advertising. A certified in-line skating instructor was contracted to give the lessons. Because of the instructors availability the classes were given two evenings a week for a period of five weeks. The instructor would teach the participants the basics and they would be able to skate on the bike path next to the road on the fort while being instructed. Since it was in the evening the risk of vehicle/skater accidents was decreased because of the lack of traffic after working hours. The class was publicized that for the fee of the class you would receive instruction and also rental of in-line skating gear from Gear To Go and be able to keep the gear for the duration of the class so you can have it for the classes and to practice on your own time. The hope was that the participants would want to come to Gear To Go and rent in-line skating gear during their lunch breaks, after work hours and on weekends.

While the people who participated in the class were pleased there were not many participants. This program was not a big enough attraction for people to want to stay after working hours and learn a new skill instead of going home. One suspected problem was that in-line skating is not as popular a fad as it once was. This will not be a repeated program. Instead we will try to determine a new fad and approach it the same way.